

FIRST COAST NEWS



A GANNETT COMPANY

	WTLV-TV
Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$44,990.00	\$38,241.50	0.00
Totals	82	\$44,990.00	\$38,241.50	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$7,198.40
WCWJ	0%	\$0.00
WJXT	30%	\$53,988.00
WJXX	13%	\$23,394.80
WTEV	28%	\$50,388.80

mg 33.35

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$220.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S-		1		\$220.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTLV	10/01/12-10/07/12	Sat 730-8p		Sat 7:30p-8p	-----Sa--	:30		(\$220.00)		0.00	NM		
		Credited													
N 17	WTLV	10/06/12	10/06/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	:30	2	\$330.00	P-3	0.00	NM	0	\$0.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S-		2		\$330.00		0.00					

Order / Rev: 698390 - 2
Alt Order #: 6226600
Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1777
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WTLV	10/06/12	10/06/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	:30	2	\$330.00	P-3	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S-	2		\$330.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Sat Prime B		Sat 9p-10p	-----Sa--	:30		(\$330.00)		0.00	NM		
Credited															
2	WTLV	10/01/12-10/07/12		Sat Prime B		Sat 9p-10p	-----Sa--	:30		(\$330.00)		0.00	NM		
Credited															
N 33	WTLV	10/06/12	10/06/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S-	2		\$300.00		0.00						
N 34	WTLV	10/02/12	10/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-TWTF--	1		\$200.00		0.00						
N 35	WTLV	10/02/12	10/05/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-TWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-TWTF--	1		\$80.00		0.00						
													Totals	82	\$44,990.00